

Message Text

PAGE 01 THE HA 02983 111552Z

51

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 111517Z JUN 75

FM AMEMBASSY THE HAGUE

TO SECSTATE WASHDC 6085

UNCLAS THE HAGUE 2983

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: GLOBAL MARKET RESEARCH: COMMUNICATIONS EQUIPMENT
AND SYSTEMS, THE NETHERLANDS.

REF: STATE A-2817

1. EMBASSY SENT TENDERS FOR SUBJECT MARKET RESEARCH TO FOUR FIRMS BELIEVED TO BE INTERESTED IN THIS WORK. AS A RESULT, ONE BID WAS RECEIVED. REMAINING THREE FIRMS FAILED TO RESPOND.

2. JOHN A. STEER MANAGEMENT CONSULTING, SUBMITTED A BID FOR THE NETHERLANDS FOR 27,000 GUILDERS CONSULTING FEES, A MAXIMUM OF 2,500 GUILDERS OUT OF POCKET TRAVEL EXPENSES, PLUS 4,720 GUILDERS VAT TAX, IF NECESSARY. LESS VAT TAX, WHICH NEED NOT BE PAID FOR THESE STUDIES, TOTAL COST IS MORE THAN \$12,000 AT PRESENT EXCHANGE RATE OF AROUND 2.40.

3. STEER PROPOSES AT LEAST 30 PERSONAL INTERVIEWS WITH SUPPLIERS, USERS, SUCH AS PTT, GOVERNMENT AGENCIES, UNIVERSITIES, RESEARCH CENTERS, TECHNICAL JOURNALS AND PROFESSIONAL ORGANIZATIONS.

4. ONLY STUDY NOTED AS HAVING BEEN DONE BY STEER IN THIS GENERAL FIELD FOR A LARGE STATIONARY BATTERY MANUFACTURER.

5. WHILE POST UNDERSTANDS THAT STEER HAS EXTENSIVE EXPERIENCE IN CONSULTING AND IS NO DOUBT CAPABLE OF DOING THIS WORK, IN VIEW OF VERY HIGH COST WE CAN ONLY
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PAGE 02 THE HA 02983 111552Z

RECOMMEND THAT HIS FIRM BE AWARDED CONTRACT IN EVENT THAT NO COMPETENT FIRM BIDS ON NETHERLANDS FROM ANOTHER COUNTRY.
GOULD

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<< END OF DOCUMENT >>

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Disposition Comment:
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Disposition Event:
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